

2nd KES International Symposium
on
Intelligent Decision Technologies
IDT'10

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Web site : <http://idt-10.kesinternational.org>

Invited Sessions

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Title of Session: Kansei Communication and Value Creation in Human Mind
Name of Chair: Hisao Shiizuka
Name of Co-Chairs: Hiroko Shoji
Description: <p>The 19th and 20th Centuries are a machine-centered era, on the other hand, in the 21st Century human will be centered in various senses, where the sciences and technologies harmonious to human being, to natural environments and to social environments are evaluated to be superior. Therefore, it is supposed that the research and development of advanced technologies can not be decided within only technology community. Till the 21st century many unsolved issues will not be solved based on stand alone technologies. Therefore, conventional problem solving methods or approaches cannot deal with such issues, Technologies that provides us with such issues. Technologies that provide us human being with sufficient happiness are not within stand alone one but cooperational one.</p> <p>Again, issues remained unsolved until the beginning of the 21st century cannot be understood under the perspective of conventional views. One of the most important aspects within such issues is to place stress on our senses, consciousness, feeling, etc. as summarized word “Kansei” and such research and development, Kansei that is the total concept including senses, consciousness, feeling, preference is relating to human behaviors in whole social living. Especially, the research and developments of products to relate to Kansei can be treated from the perspective of communication and information transfer among people. There are various approaches. Nevertheless, Kansei is not considered, totally studied and treated yet till now.</p> <p>The objective of this session is to provide a basic concept and applications of Kansei communication and value creation in the human mind.</p>
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